

WORLDVIEW

Global perspectives for Maryland's business community.



First International Deal Doubles Revenue for Annapolis Company

Despite this year's economic slowdown, Annapolis-based Maritime Applied Physics Corporation (MAPC) expects to double its revenues—and all because of a cold call from Korea.

The 25-person engineering company provides R&D services, mostly for the U.S. Department of Defense, although MAPC also does some non-military and commercial work. Its work includes the design and prototyping of specialized vehicles: advanced marine vessels; motion control and navigations systems; and advanced energy and power systems.

"We're doing a project now for a Department of Defense research agency to develop unmanned robotic vehicles that can reprogram themselves when they encounter obstacles such as a bridge that is out," says Peter MacShane, Business Development Manager for MAPC. The driverless vehicle, similar to an army jeep, would be used for dangerous reconnaissance missions or to deliver supplies without risking soldiers' lives.

Located at the David Taylor Research Center, a former navy research station that is slated to be developed into a high-tech research park, the company has an enviable view overlooking the Severn River and the U.S. Naval Academy, even if its 1960s era government issue building does not exactly exude a high-tech aesthetic.

Walking into MAPC's research area reminds one a little of a high school auto shop, except that the vehicles in varying stages of assembly have sophisticated computerized systems or other advanced features.

"When we received an e-mail from the head of a small trading company in Korea, we were skeptical that he was legitimate, but we responded quickly anyway," MacShane says. "It quickly became apparent that Mr. Park had deep technical knowledge and understanding and had been a trusted employee of a Korean client corporation that has asked not to be identified."

MAPC was also initially concerned that they might simply be used to bid down another competitor and that there was no real chance for them to get the deal.

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MARYLAND EXPORTS REBOUNDED IN 2000

WORLD VIEW

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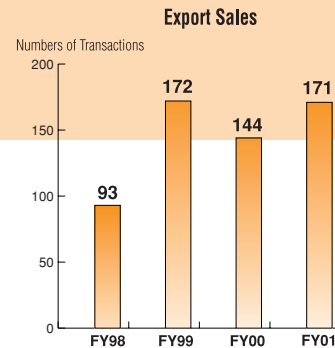
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"During fiscal years 1998 through 2001, Maryland's Office of International Business (OIB) has assisted over 200 companies conclude nearly 600 documented export sales transactions. Total value of these sales exceeds \$138 million. OIB's Baltimore-based trade specialists, working with our 11 overseas office, and representatives, provide a full spectrum of export assistance programs for Maryland firms. OIB's focus on results-oriented export programs and solutions to export obstacles facing Maryland's small and mid-sized firms has resulted in marked success reflected in the number, value and breadth of Maryland products and services sold to overseas buyers in this four-year period." ♦

Source: Maryland Department of Business & Economic Development

OIB Assisted Export Sales



New Beginnings: Japan in the Immediate Postwar Years, 1945-1949

An exhibit of photographs, magazines, newspapers and children's books from the University of Maryland's Gordon W. Prange Collection honors the 20th anniversary of the Sister State Relationship between the State of Maryland and Kanagawa Prefecture, Japan.

**On display at the Enoch Pratt
Central Library in Baltimore
Opening October 25**

In the immediate aftermath of World War II, Japan experienced a cultural renaissance. Despite the physical devastation and the sparse living conditions that many Japanese experienced, publishing flourished. This is evidenced by the 21 million pages of books, magazines and newspapers that comprise the University of Maryland's Gordon W. Prange Collection, the nearly complete publishing output of Japan for the years 1945-1949.

In October, 1945, soon after the Allied Forces arrived in Japan, General Headquarters established the Civil Censorship Detachment (CCD). The CCD was charged with enforcing a ten-point code for the Japanese Press. When censor-

ship of the Japanese media was lifted in 1949, Gordon Prange, then chief of General MacArthur's 100-member historical section, arranged for the declassification and shipment of the CCD's file copies to his home institution, the University of Maryland.

Gordon W. Prange began teaching history at the University of Maryland in 1937. Except for a leave of absence during World War II and the Occupation, Prange taught continuously at the University until several months before his death on May 15, 1980.

New Beginnings, the first exhibit in the United States of the Gordon W. Prange Collection, is sponsored by the Maryland-Kanagawa Sister State Committee in celebration of the 20th anniversary of the Sister State Relationship between the State of Maryland and Kanagawa Prefecture, Japan.

For further information, please contact: Monica Chun, Director-Asia, Maryland Sister States Program, at (410) 576-0022; or monica@wtci.org



Graduate Students Offer Cost-Effective Means to Explore New Markets

Is there an international market that your company would like to explore but hasn't had the time or resources to do so? Or perhaps you would like to get some new perspectives on your international strategy? Some local universities may have a solution for you.

The University of Maryland University College (UMUC) has offered its Managing Overseas Operations course for the past four years as the capstone of its Masters of International Management program. In that time its graduate students have developed international business plans for some 40 companies. Corporate sponsors have ranged in size from tiny biomedical startups to major corporations like Marriott International.

This past spring the Merrick School of Business at the University of Baltimore (UB) launched a new elective in international business for its MBA students—the Global Business Practicum.

Both programs allow students to work in small groups on a specific corporate project, focusing on a particular country or region of interest to the company. UMUC's program concentrates on developing comprehensive international marketing plans for a market or region, while UB may include more narrowly defined projects such as market analysis, feasibility studies, distribution analysis or a variety of other specific company needs.

"We want the project to be interesting for the students, but it must be a real project for the company," says Professor Alan Randolph, who teaches the Global Practicum.

Professor Richard Kolasheski, who directs the program at UMUC, adds that it is very important to have buy-in from a senior person at the company for the project to have meaning to the company.

Since most of the students work full-time while getting their degrees, both universities are careful to ensure that the students' place of employment does not create a potential conflict of interest because it is a competitor of the sponsoring corporation.

That outside experience, though, benefits the quality of the students' work.

"Because the students are 28 to 45 years old, most have extensive business experience already," says Kolasheski. "The company doesn't have to worry about dealing with the business basics."

Kolasheski also works hard to balance the expertise on each team so that there will be international finance, international marketing and international management majors on each team.

"We also have many foreign-born students and will match those students to the projects when possible," says Kolasheski.

ACE*COMM Corporation, a Gaithersburg-based telecommunications company, has been so pleased with the students' work that they have come back three times, each to explore a different market. They even hired one of the students on the first project.

"With the current challenges in the telecom market, it is difficult to do things today that will help you tomorrow," says Tim Russotto, Chief Technology Officer for ACE*COMM. "We don't have the time now that the students do to focus deeply on one area. I've been very pleased with the reports that we've received."

Russotto adds that the program isn't totally free. The company must provide senior staff time and a certain amount of information about the company, even some that you may not wish to provide. But, he points out, the cost-benefit is quite high.

One difference UB offers in its new course is the opportunity for the student teams to travel to the country or region of focus to gather information firsthand. During the seven to 10 day trip the students conduct on-site visits, meetings, interviews, surveys and information gathering from local libraries and archives. While it is not a requirement for a compa-



ny to participate in the Practicum, Randolph hopes that the sponsoring companies will help defray some of the costs for the students' travel.

Single Source, a Rockville-based distributor for U.S. manufac-

tured office furniture and products, was the first company to participate in the Global Practicum at UB this past spring. Single Source had already been developing business in Chile, and was also interested in exploring the office furniture and product market in Argentina.

"We were very impressed with the detailed market analysis that they did for us," said Bruno Galetovic, President and CEO of Single Source. "We wanted to find out how [office product] dealerships operated in Argentina, who were the major players and what were their concerns. They found all the right companies based on our guidelines and changed some of our thinking about approaching the market."

At the end of the semester the student teams deliver both a written report and a professional presentation with their findings to the company.

This Fall UB's Global Practicum will focus on southern China, in particular the Shen Zhen Special Economic Zone in Guangzhou Province. ♦

If your company is interested in working with a student team, contact:

Prof. Richard Kolasheski
University of Maryland
University College
410-263-5072
rkolashe@aol.com

Prof. Alan Rudolph
University of Baltimore
410-837-4984
wrandolph@ubmail.ubalt.edu



Welcome to BuyUSA.com

New e-marketplace offers clicks, mortar and plenty of buyers

Can e-commerce help triple the 1% of all U.S. businesses that exported goods last year?

U.S. Commercial Service officials hope so and are banking on a new e-marketplace to introduce thousands of mainly small and midsize companies to 95% of the world's consumers during the next couple of years.

BuyUSA.com, created by the Commercial Service and IBM, is the vehicle for linking businesses in the U.S. with qualified buyers and potential business partners around the world. Launched in June, the site allows U.S.-based companies to find foreign buyers and distributors for their products. Similarly, businesses located outside the U.S. can view product catalogs and background information on U.S. companies that have been pre-qualified by U.S. Commercial Service trade experts.

"Click and Mortar" to the rescue

But what makes BuyUSA.com a better bet to succeed than a whole menu of B-to-B marketplaces that haven't turned a profit or have tanked during the recent dot com meltdown? One difference may be that BuyUSA.com has a large network of offices and people. The "bricks and mortar" side of the equation seems to be a major factor separating e-marketplace winners and losers.

BuyUSA.com aims to provide access to new markets while dramatically reducing the costs and risks of entry. "This is a very sophisticated marketplace," said Jerry Mitchell, acting director general of the U.S. Commercial Service. "Standing behind each business relationship and transaction is our worldwide network of 1,800 experienced professional trade specialists in 105 U.S. Export Assistance Centers and 157 offices co-located in U.S. Embassies and Missions in 84 countries worldwide. We can help build value-adding business relationships where none exist."

Going global without betting the farm

How cost-effective? Although prices are coming down and features going up, a business these days can easily spend up to \$1 million for a higher-end transactional Web site. In contrast, the BuyUSA.com basic annual membership is \$300, or \$600 for a catalog containing up to 20 product or service descriptions. In addition, the opportunities for high return on investment can be substantial. The Commercial Service catered off-line to about 20,000 mostly small U.S. firms last year and facilitated sales worth more than \$21 billion.

Taking the fear out of clicking

The Commercial Service spends a great deal of effort identifying qualified buyers in the markets where it has offices and knows the lay of the land. In the world of languages and business practices, knowing who pays the bills on time and enjoys a good reputation for delivering the goods is invaluable—for both buyers and sellers.

The trust factor was a particularly strong selling point for BuyUSA.com subscriber Robert Coglia, president of Lactona Corporation, a Pennsylvania-based manufacturer of oral hygiene products. "Frankly, I'm afraid when I get contacted out of the blue by a potential overseas customer," he said. "I need to expand my customer base—but I need to know who I'm dealing with."

Point, click, and samba

Foreign buyers often mirror the concerns of U.S. businesses. Here's how BuyUSA.com works from the foreign buyer side. Say a Brazilian natural health-care products distributor or retailer is looking for new products from the U.S. The Brazilian firm, whose bona fides have been checked by the Commercial Service, can post a lead on the site. U.S. suppliers can contact the Brazilian directly online. If the Brazilian is unsure about the U.S. supplier, they can contact a local U.S. Commercial Service office (located in Sao Paulo, Rio de Janeiro, Brasilia, and Belo

Horizonte) to get more information about the supplier. These offices also provide access to local Commercial Service experts, business and industry information on all 50 states, assistance scheduling meetings with U.S. suppliers either face-to-face or via videoconference, online discussion forums and a calendar of U.S. trade events.

BuyUSA.com uses the WebSphere Commerce Suite that allows subscribers to build their own catalogs and provides a Web browser. A user logs on and employs the search engine to find a product, searching by key words or harmonized code. The user can also create a search agent that keeps on searching after the session ends. If a match is not found with the desired product, the buyer is alerted with an email. IBM created this feature using Net.Data to find matches and a Java program for the email application.

Trends are looking up

All this may sound impressive, but what are the future prospects for exports sold on-line? Should small companies be spending time and money pursuing new business this way? Looking beyond the wreckage of inflated stock prices and failed e-business plans, the trends suggest that faith in this realm is not misplaced. Indeed, Forrester Research estimates that exports arranged on-line should top \$100 billion by the end of the year. And this figure should jump to \$350 billion in 2002, \$775 billion in 2003 and nearly \$1.4 trillion—or 18% of total global trade in 2004.

The Commercial Service's Jerry Mitchell has a ready answer.

"We want BuyUSA.com to be a marketplace that saves both buyers and sellers time, money and worry. Our primary function is creating perfect matches. We've done it successfully for 20 years around the world, and now we're doing it online."

For more information about registering with BuyUSA.com, contact the United States Export Assistance Center in Baltimore at 410-962-4539. ♦



IN THE NEWS

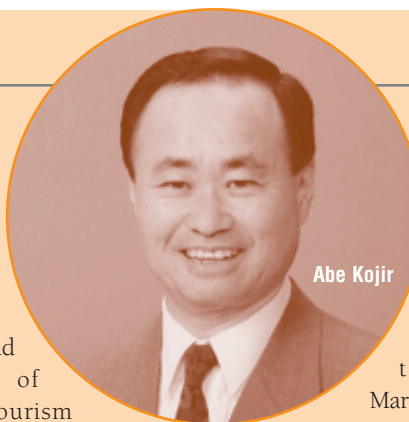
Maryland Welcomes New Japanese Trade and Investment Representative

Despite the Japanese economy's decade long malaise, the country is still the world's second-largest economy and remains among the top five destinations for Maryland exports with \$265 million worth of goods exported last year. In fact, Maryland's exports to Japan increased by 16 percent in 2000. When Maryland's trade representative in Japan for the past several years declined to renew her contract due to family medical reasons, the Office of International Business quickly sought a replacement to assist Maryland companies in this important, yet challenging market.

Maryland's Office of International Business is pleased to welcome Kojiro Abe as its new trade and investment representative in Japan. For the past twenty years

Mr. Abe has been working for the State of Alaska. He first set up the Japan office for the Anchorage Convention and Visitors Bureau and then the State of Alaska's Japan tourism office in 1982. In 1996 he increased his responsibility becoming the State of Alaska's Japan representative for trade as well.

In that capacity, Mr. Abe has explored every possible means of promoting Alaskan businesses in Japan including familiarization (Fam) trips, seminars, news releases, trade shows, workshops, trade missions, press conferences, newspapers and TV appearances. He has sent nearly 100 trade or media Fam trips with around 1,000 Japanese guests to Alaska in the past



21 years with the purpose of promoting various Alaskan businesses. Conversely, he has assisted some 500 Alaskans visiting Japan for the same purpose. He looks forward to doing the same for Maryland businesses.

Before representing Alaska, Mr. Abe had a long career in the tourism industry in Japan.

The newly re-opened Maryland Business Center Japan will be located in downtown Tokyo and will provide business expertise to Maryland companies targeting the Japanese market. The office will also work to encourage foreign investment in Maryland from Japan. For information, contact Pete O'Neill at 410-767-0690 or by e-mail at po'Neill@choosemaryland.org. ♦

Baltimore's Foreign Trade Zone Grows Fivefold

Baltimore's Foreign Trade Zone (FTZ) #74, which is located adjacent to the Port of Baltimore, grew substantially larger with the approval by the U.S. Department of Commerce's Foreign Trade Zones Board in April.

With available space virtually exhausted and demand increasing, the Baltimore Development Corporation, agent for the FTZ, submitted an application to increase space at three existing sites and add eight new ones in the same vicinity. FTZ #74, which previously encompassed 286 acres, now totals 1,464 acres.

The benefits of being in a FTZ

Foreign Trade Zones offer businesses involved in importing and exporting significant cost-saving opportunities that enhance their competitive edge. A foreign trade zone is a site within the U.S. where merchandise is considered by the U.S. government as outside the U.S. customs territory. Foreign and domestic goods may be brought into the enclave without pay-

ment of customs' duties or government excise taxes.

Merchandise in a FTZ can be stored, tested, repaired, labeled, repackaged, manipulated, assembled, manufactured or processed. If the merchandise is then exported from the U.S., no duties are paid. However, if the merchandise is sold in the U.S., applicable customs' duties are owed, but the manufactured/assembled good may fall into another tariff classification at a lower rate of duty.

The FTZ is a boon for the Port of Baltimore and the regional economy bringing in cargo and providing jobs. The four current operators in the FTZ—Baltimore Freeport Centre, Diamond Group, C. Steinweg Baltimore, Inc. and Titan Steel—employed over 970 people and handled 37 different commodities from 45 countries with a value in excess of \$151 million in 2000.

"The FTZ is critical to our business," says Amanda England, director for Canton Maritime, a new operator in the FTZ. The company brings in non-ferrous metals through the Port of Baltimore and does a

lot of warehousing. The FTZ allows the company to bring in the materials and store them until needed by the customer without the financial burden of having to pay the customs duties upfront.

"The market for metal can be very volatile, so customers do not always want to buy the product right when it comes into the Port," says England. "Being in the FTZ has allowed us to maneuver a lot of metal to the Port of Baltimore, to hire new people and expand into new buildings."

The expanded zone will be able to accommodate three additional companies that have submitted applications for certification by the Baltimore Development Corporation that runs the zone, and address future needs.

"We hadn't been marketing the FTZ because there was no space available," says Sue Reil, director of FTZ #74. "Now that the application, which was submitted more than a year ago is approved, we are ready to move forward."

For information on FTZ #74, contact Sue Reil at the Baltimore Development Corporation at 410-837-9310 x338. ♦



First International Deal Doubles

continued from page 1

“We took small steps,” says MacShane. “It wasn’t until we realized that we really had a crack at taking this down and our president, Mark Rice, felt comfortable that it was a real deal, that we put together a serious proposal.”

While MAPC did not have to expend time and resources to find its first international customer, the \$2.5 million deal to provide motion-control technology for a research ship to be built for a major Korean conglomerate did not fall into its lap either. Along the way the company encountered several obstacles.

No International Track Record

First, the company was small and had no track record internationally. During MAPC’s first meeting in Washington, DC with the president of the Korean company, he suggested that they team up with JJMA, a well-known international naval architectural firm in McLean, Virginia, that is a trusted supplier to Koreans.

“Through partnering with JJMA, we were able to beat out the largest contractor in the UK,” said MacShane.

Financing is Big Hurdle for Small Companies

As is often the case for small, inexperienced exporters, obtaining financing was also a major challenge for MAPC.

“Because we had to increase our credit limit immensely, we went through 10 or 11 banks before finding one that was willing to do the deal,” said MacShane.

In addition to talking with private banks, MAPC sought the advice of Maryland’s Office of International Business and its trade finance program. Ultimately, the company was directed to the U.S. Small Business Administration, which was willing to provide a 90% loan guarantee through its Working Capital Program.

Working with the SBA, MAPC was able to find a small regional bank willing to finance them.

“We do international business if it makes sense,” says Bob Mann, Vice President, Sandy Spring Bank. “To us, Maritime Applied Physics is a well-managed company that has a lot of technical expertise on board, and is uniquely qualified to do the job. [Financing the deal] provided an entrée for us to get a long-term customer. But the SBA working capital program was the key that made the loan palatable.”

“The Koreans are tough negotiators and require tons of information,” said MacShane.

Allfirst Bank in Baltimore, which does extensive international banking, is serving as the correspondent bank for Sandy Springs and is handling the portion of the deal—a performance guarantee—being done through a letter of credit.

“It was a pleasure working with Allfirst,” says Mann. “They worked hard to get the deal done.”

MAPC was also concerned about how the payment schedule from the Korean customer was to be structured.

“It is dangerous for a small company like us to do \$700,000 in work without getting paid,” said MacShane. As a consequence MAPC negotiated three installment payments from the Koreans and the balance under a letter of credit.

Navigating the Maze of U.S. Export Controls

A third challenge MAPC faced was trying to navigate the U.S. government’s export control regime. Developed during the Cold

War, export controls were designed primarily to prevent the proliferation of sensitive technologies that could be used in the design of missiles, weapons of mass destruction or for chemical and biological warfare.

The chief problems the company encountered were how to classify their technology and under which department’s jurisdiction it fell—the State Department which is responsible for military sales or the U.S. Department of Commerce that oversees the export of commercial “dual-use” technology that could have military applications.

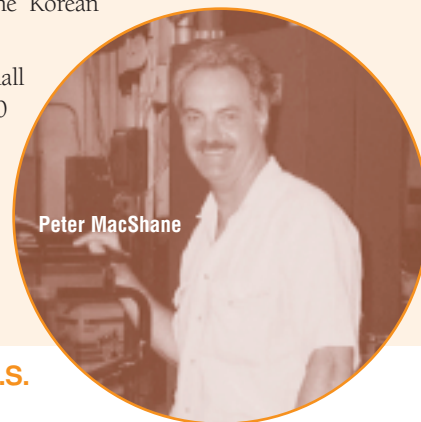
“It was very difficult to work with them [the State Department and Department of Commerce] because everything had to be done in writing and we could not sit down and talk with them,” said MacShane. “They did not understand what we were doing and so it took a year of flip-flopping between State and Commerce to close the deal.”

The Koreans: Tough negotiators, but Fair

Lastly, closing the deal required intense negotiations with the Korean customer.

“The Koreans are tough negotiators and require tons of information,” said MacShane.

“We thought the deal was dead on three occasions. But they are also good for their word, extremely polite and were kind to our people visiting there.” ♦



Peter MacShane



Calendar of Events



SEPTEMBER

September 10-11

Trade Financing Solutions Seminar
8:30a.m. – 5:00 p.m. \$499 (\$449 reduced rate for small business exporters) Ex-Im Bank headquarters 811 Vermont Ave., Washington DC Export-Import Bank of the United States 202-545-3912

September 12

Sourcing in China: Panel Discussion
What are the key issues in identifying and managing suppliers in China?
5:30 p.m. – 8:00 p.m. Towson University, Room 424, Executive Board Room, Administration Building (7720 York Rd., Towson, MD) Maryland China Business Council Cost: \$15 members; \$25 non-members. John Lau, jlau@mail.baltaircoil.com

September 20

Advanced Shipping and Logistics: The Latest on Incoterms 2000
8:00 a.m. – 12:30 p.m. World Trade Center Baltimore, 21st fl. World Trade Center Institute 410-576-0022 www.fg/events.htm

September 25

MCBC Moon Festival Banquet
Third annual banquet celebrating the Chinese Moon Festival—outstanding networking and social event plus great food. 5:30 p.m. – 8:00 p.m. Hunan Manor Restaurant, Columbia, MD Maryland-China Business Council Cost: \$35 members; \$45 non-members. Anthony Goh, goh@usawkf.org

September 27

International Legal Questions and Answers 8:00 a.m. – 12:00 noon World Trade Center Baltimore, 21st fl. World Trade Center Institute 410-576-0022 www.wtci.org/events.htm

NOVEMBER

November 1

Latest Opportunities for Trade with Latin America 8:00 a.m. – 12:00 noon World Trade Center Baltimore, 21st fl. World Trade Center Institute 410-576-0022 www.wtci.org/events.htm

November 7

CyberChina II: An expanded reprise of our highly successful May meeting on IT and Internet opportunities in China
8:30 a.m. – 6:00 p.m. Location: TBD Maryland-China Business Council, Steve Hammalian, s.hammalian@sjhconsultants.com

November 12-13

Trade Financing Solutions Seminar
Ex-Im Bank (see Sept. 10 seminar for details)

November 14

Fourth Annual Meeting at the Chinese Embassy. Opportunity to meet and get to know the senior staff. Drinks and buffet. Location: Chinese Embassy, Washington DC 6:00 p.m. – 8:00 p.m. (tentative) Cost: \$50 non-members. Maryland-China Business Council, Clay Hickson, chickson@compuserve.com

November 15

Smooth the Importing Process: The Newest Techniques for Getting Through Customs
8:00 a.m. – 12:30 p.m. World Trade Center Baltimore, 21st fl. World Trade Center Institute 410-576-0022 www.wtci.org/events.htm

October 29 - November 1

Visit of Maryland's Representative in Brazil Companies interested in the Brazilian market should contact Maria-Angelica Vargas at 410-767-0939 or mvargas@choosemaryland.org to schedule an appointment.

OCTOBER

October 11

Market Entry Strategies for Russia and Eastern Europe 8:00 a.m. – 12:30 p.m. World Trade Center Baltimore, 21st fl. World Trade Center Institute 410-576-0022 www.wtci.org/events.htm

October 15-16

Trade Financing Solutions Seminar
(Ex-Im Bank, see Sept. 10 seminar for details)

October 17

Chinese Business Education in the U.S.: Panel Discussion. How do these programs offer business opportunities to U.S. business people interested in China?
5:30 p.m. – 8:00 p.m. Location: TBD Maryland-China Business Council Cost: \$15 members; \$25 non-members. Liz Todd-Lambert, elambert@towson.edu

October 18

Financing Your International Transactions
8:00 a.m. – 12:00 noon World Trade Center Baltimore, 21st fl. World Trade Center Institute 410-576-0022 www.wtci.org/events.htm



WORLDVIEW

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Maryland Department of Business & Economic Development
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Trade Show Calendar

EnvironmexAsia- WatermexAsia 2001 Singapore

October 30 – November 2

Environmex/Watermex are Asia's top environmental technology trade shows. The demand in the region for environmental technologies and modern water and sanitation facilities is expected to increase over the next decade. In 1999, more than 7,000 visitors from 56 countries attended the biannual show. For information contact Igor Evseev at 410-767-0689 or by e-mail at ievseev@choosemaryland.org.

Business Mission to Mexico

December 3-7

Mexico is one of the fastest growing export markets for Maryland products and services. The Office of International Business is organizing a business mission for companies interested in the Mexican market this fall. For information, contact Maria-Angelica Vargas at 410-767-0939 or by e-mail at mvargas@choosemaryland.org.

Mediphar Taipei Taipei, Taiwan

November 10-13

The 12th Taipei International Medical Equipment & Pharmaceuticals show is the major medical trade show in Taiwan. In recent years, biotech and biochemistry products have received considerable attention at the show. For more information contact Mary Ann Wo at 410-767-0688 or by e-mail at mwo@choosemaryland.org

